



Marketing Trends and Strategies

Connecting Women to Power
Business Conference
Friday, June 28, 2013

2013 Connecting Women to Power

Business Conference



Sallie Salinas

Administrative Director

and

Marc Emmelmann

Principal Business Consultant

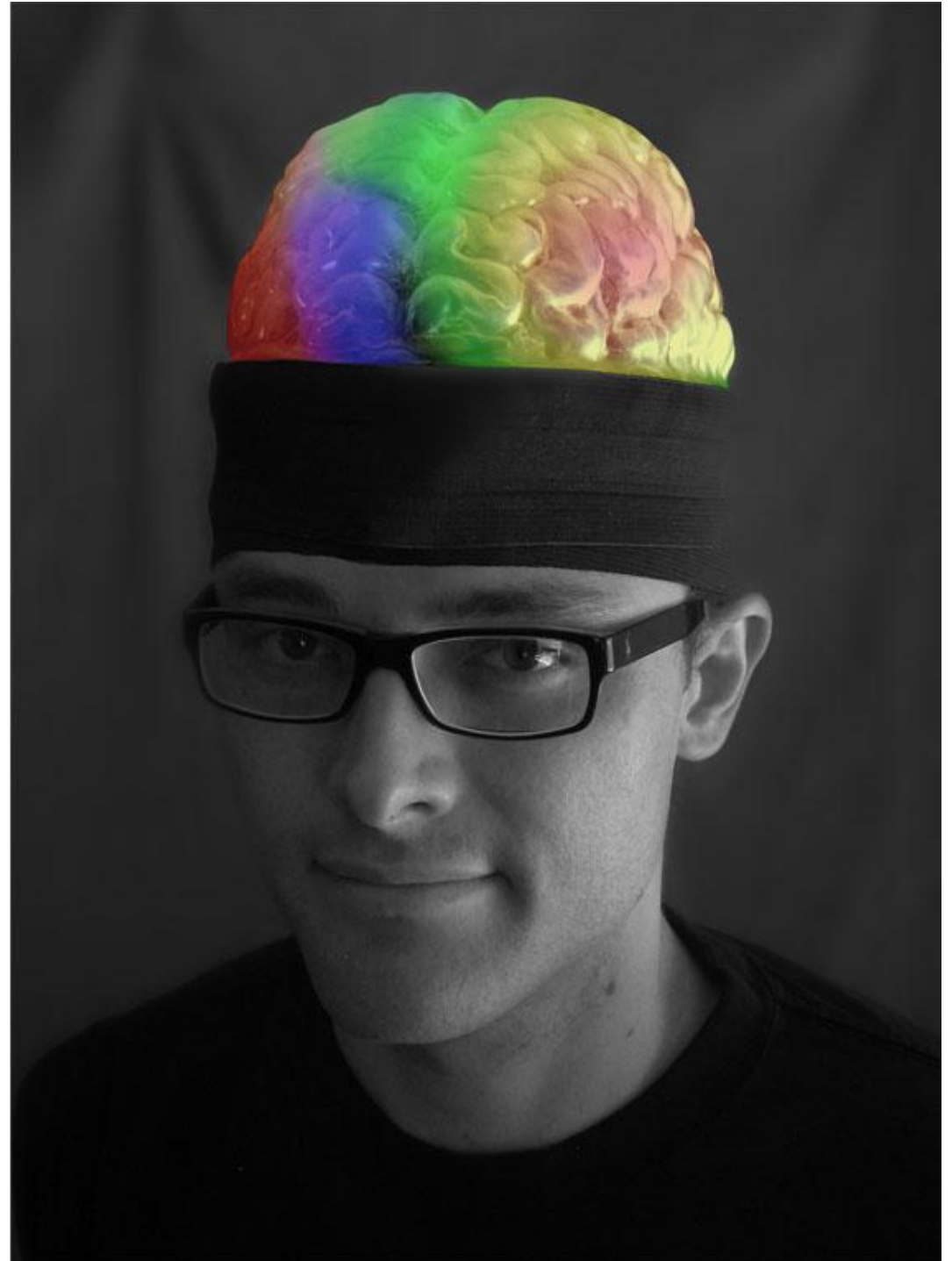
**Coastline Institute
for Economic Development**

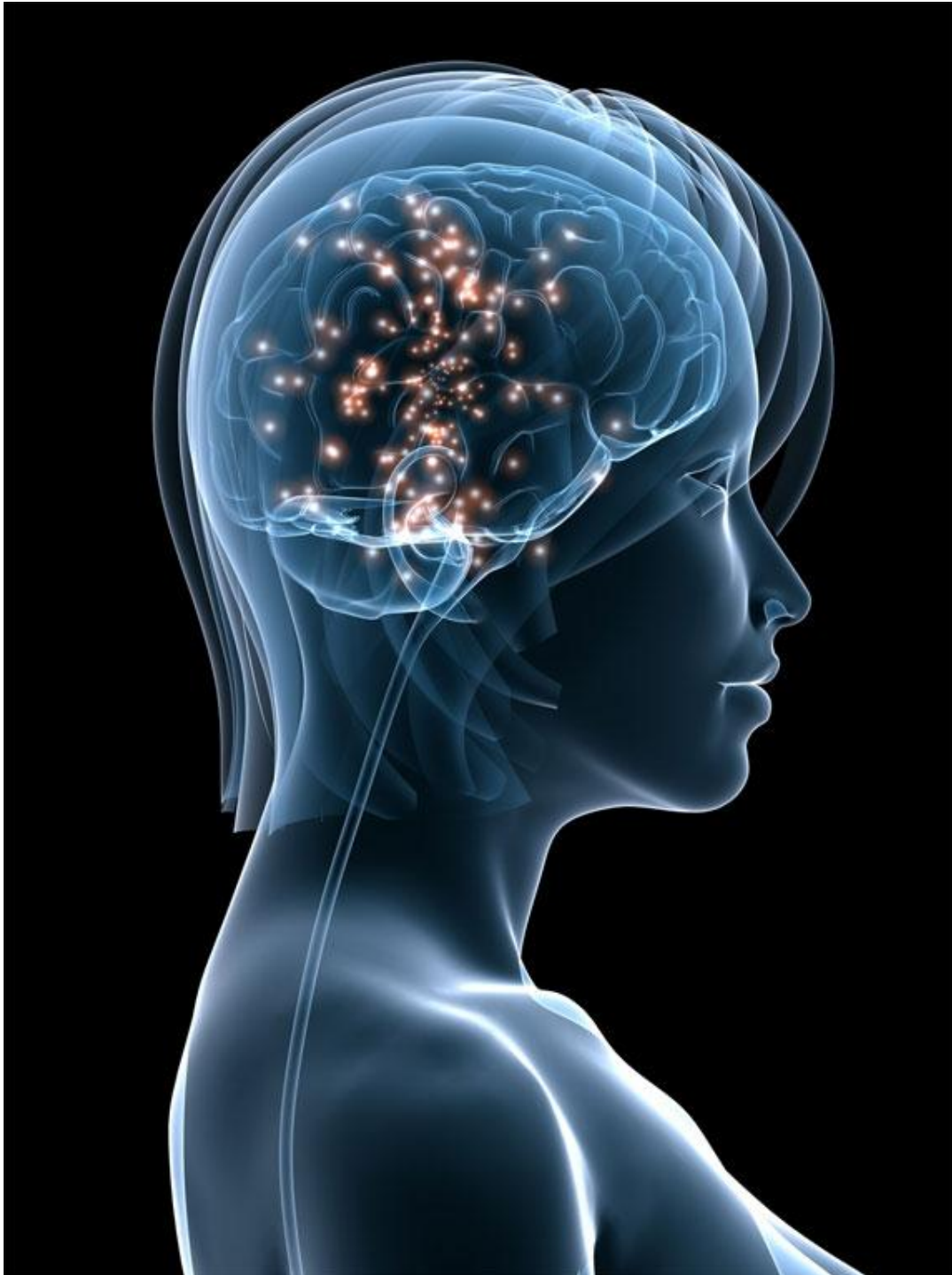
The Philosophy of Social Media Marketing

WHAT

WHY

WHO





Be An Astute Planner!

#preparedness

1. competition
2. target audience
3. differentiating factors
4. research platforms
4. research options

content

publishing

KNOW WHY!

(don't guess -- it's lazy!)

Knowing the WHY of your social media campaign and presence will make everything flow simpler, easier and better.

If you can't describe your position in 8 words or less, you don't have a position.

-Seth Godin

Smart thinking -- if you do it alone...

1. Prepare content in advance
2. Choose quality over quantity
3. Prepare exit strategies





Smart thinking -- if assemble a team...

1. Construct systems of accountability
2. Ask questions
3. Empower others to succeed
4. Challenge each other

Smart thinking -- if you hire externally...

1. Run the numbers
2. Review previous work before hiring
3. Negotiate "month to month"
4. Evaluate their work -- ongoing
5. Meet regularly to brainstorm & troubleshoot
6. Stay discerning with "reporting"



TIPS TO STAY AHEAD OF THE social media marketing CURVE

Be creative to become remarkable

Use fresh relevant content

Be transparent, authentic, & original

Write unique content

Write conversion friendly content

Offer insider perks, rewards & incentives

BUILD RELATIONSHIPS

Provide quality customer service

Run promotions & contents & surveys

Thank you!

Questions?

Email us on resources, training and programs to take your business to the next level!

CA Institute for Economic Advancement (CIEA)

Marc Emmelmann, Principal Advisor, - Social Media Sherpa

Sallie Salinas, Administrative Director, – No-Cost Resources for your business and State-Funded Training to grow your business! Ask us about our Social Media training!

marc.emmelmann@gmail.com

www.Linkedin.com/in/emmelmann

Salinas.sallie@gmail.com

2013 Connecting Women to Power Business Conference



Dallas Fowler

Principle

Daltek Global Solutions, LLC



Thursday, June 14, 2012

Dallas Fowler

Daltek Global Solutions, LLC

www.daltekglobal.com



Presentation Overview

- Introduction
- Landscape & Core Networks
- Viral Campaign Management (VCM)
- Better & Best Practices
- Message Development
- Generating Positive Publicity



Introduction: What is Social Media?

- Social media is content created and shared by individuals on the web using freely available websites that allow users to create and post their own images, video and text information and then share that with either the entire internet or just a select group of friends. It is one of the most rapidly growing segments of the web and is changing the way people communicate with their friends.

<http://www.affilorama.com>



affiLORama
Premium Affiliate Marketing Tools

A Peek at the Social Media Landscape



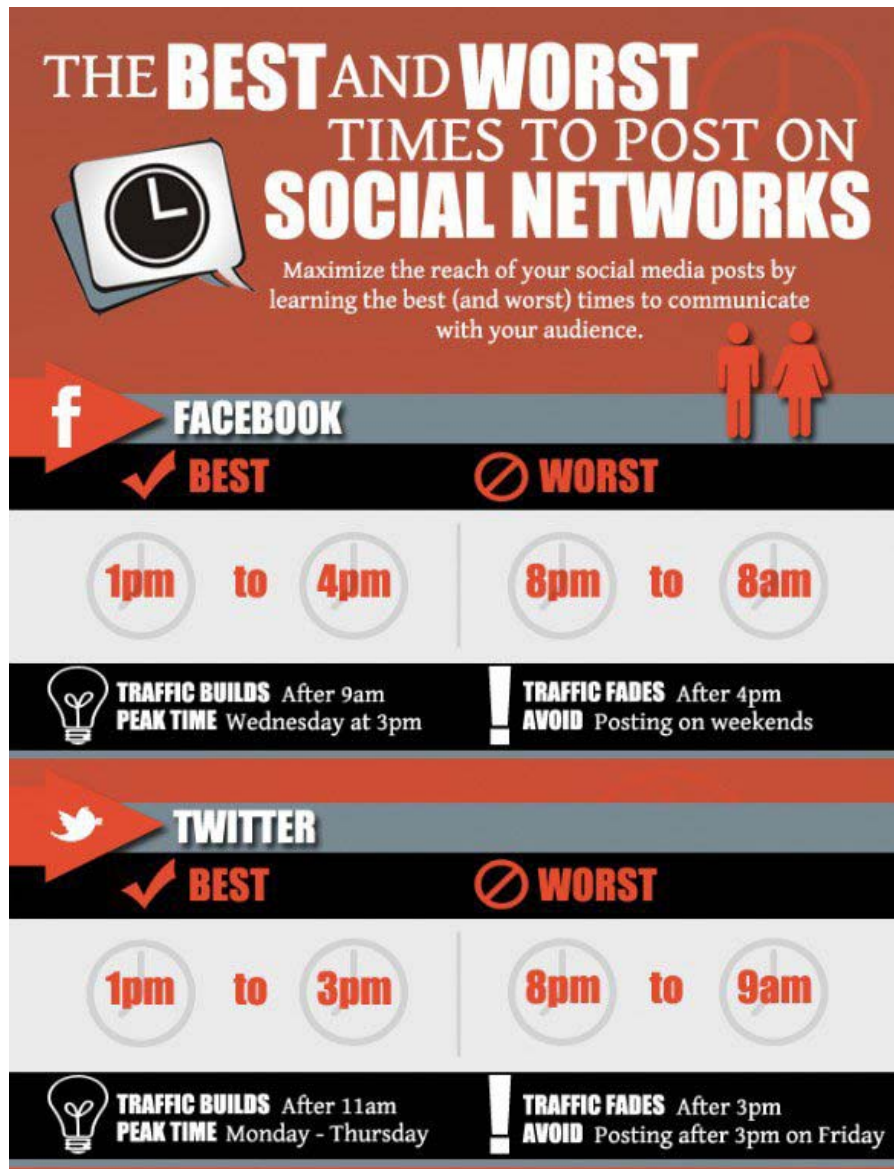
Core Social Networks



- Facebook
- Twitter
- Google Plus
- YouTube
- Pinterest

Invest in dashboard tool
that will centralize your
activities and track analytics





According to Business Insider

Viral Campaign Management

- Website Development & Maintenance
- Search Engine Optimization ([TRAFFIC](#))
- Growth & Management of Networks
- Email Updates & Campaign Newsletter
- Web Advertisements (Static & Video)
- Viral Commercials & Video Updates
- RSS Feeds to Emails, Web Pages
- Mobile and Device Apps
- Site Analytics



Viral Campaign Management Better and Best Practices

- Campaign Branding & Message
- Positive Publicity & Media Relations
- Targeted Events (Live & Viral)
- Integrate Social with Print Media
- Allocate Budget for Advertisement
- Hiring Viral Campaign Consultant
- Affiliate Marketing
- Mobile: Subscribe, SMS, Text 2 Donate



Message Development

- Who? Entity, product, cause or initiative
- What? General info for product or service, key attributes, accomplishments, or identify need
- Why? Why use this product or service?
- Where? Service location or Website
- How? Advantage of using your product or service



Generating Positive Publicity

- Know Your Media
- Media List (Twitter)
- Press Conferences/Press Releases
- Notable Mentions Local/Ntn'l Media
- Blog & Social Media Posts
- Speaking out on Hot Topics



Thank You!!

Dallas Fowler
(877) 711-9803

dfowler@daltekglobal.com



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Small Business Tool Box



or **<http://eepurl.com/cGYw>**

